



Traffic Safety News and Facts for Employers February 2, 2007

Michigan News You Can Use

Granholtz Lauds Traffic Safety Milestones- Michigan now ranks No. 2 in safety belt use

Governor Granholm praised Michigan's accomplishments in traffic safety following the recent release of state-by-state safety belt use by the National Highway Traffic Safety Administration. The report ranks Michigan's new 94.3% belt use rate as second only to Washington, which recorded a usage rate of 96.3 %. Link to a recent press release: http://michigan.gov/msp/0,1607,7-123-1586_1710-161314--00.html

Latest Traffic Safety News

Nationwide Survey Shows Startling Number Of Americans Guilty Of Driving While Distracted Drive While Distracted

Columbus, OH - You've seen them in your rear view mirror or in the car next to you. Sometimes they're putting on makeup while steering with their knees, punching text messages into a phone without ever looking up at the road, or using a BlackBerry to read e-mail with one hand and steering with a cup of coffee in the other. Or, perhaps you've seen – or even done – worse.

A new survey by Nationwide Mutual Insurance shows "Driving While Distracted" (DWD) is quite prevalent among today's drivers and more dangerous than you might think. In fact, the National Highway Traffic Safety Administration says distracted drivers account for almost 80 percent of all crashes in the U.S. As found by Nationwide's survey, even those who perceive themselves as safe drivers admit to doing outlandish things behind the wheel, including changing clothes, balancing a checkbook and shaving.

"We are a nation of people with too much to do and too little time. In fact, more than 80 percent of drivers surveyed identified themselves as multitaskers," said Bill Windsor, associate vice president of Safety at Nationwide. "However, driving requires significant attention. Multitasking while behind the wheel poses a threat to you and your fellow drivers."

According to the survey of 1,200 Americans, 83 percent of those polled believe they are safe drivers and 59 percent don't consider themselves distracted drivers. However, 73 percent talk on cell phones, only 16 percent drive at or below the speed limit, and 38 percent admit they have driven a certain distance without any recollection of doing so.

Key findings include:

- DWD Generation: Gen Y-ers are the guiltiest of driving while distracted, with 35 percent admitting to always multitasking in the car. 30 percent of Gen X-ers and 21 percent of Baby Boomers confess to the same. Technology is one of the greatest DWD culprits for Gen Y – 37 percent of this age group admitted to texting or IM-ing while driving, as compared to 17 percent of Gen X and 2 percent of Baby Boomers.



- Service With the Seatbelt On: 62 percent of respondents use drive-thru services at least once a week. Use of drive-thru services varies significantly across generations with 45 percent of Gen Y-ers and 48 percent of Gen X-ers preferring to drive-through as compared to only 28 percent of Baby Boomers.
- Fast Food Nation: Only food trumped technology in household conveniences drivers would like in their cars with 31 percent wanting a fridge and 29 percent wanting Internet access. Eating habits in cars also varied across generations – 73 percent of Gen Y-ers eat snacks in the car and 48 percent eat full meals. In contrast, 42 percent of Baby Boomers say they don't eat snacks while driving and even more – 71 percent – say they don't eat meals while driving.
- Going ZZZ mph: Nearly three out of four of participants admit to driving while less than alert. To stay awake, 81 percent roll the window down, 79 percent play loud music and 69 percent drink anything with caffeine.
- Just Like the Mailman: Snow, sleet or rain doesn't prevent drivers from multitasking in the car. More than a third of those who admit to daydreaming, fixing their hair, talking on their cell phone, sending texts, checking their BlackBerry or reading, say they do it regardless of weather conditions.
- Regional Rage: New York is known for its toughness but road rage isn't more common up north. 25 percent of Northeasterners admit to having road rage but so do 26 percent of Southerners and 21 percent of western respondents. Beyond geography, more women than men experience road rage, with Gen Y women having the most road rage.
- Disturbing DUI: 5 percent of those surveyed admit they drive drunk. While this number may seem small, it adds up to approximately 60 people – and those are just participants who admitted doing so. 4 percent drive with an open container of alcohol.

"More than half of respondents drive at least one hour a day. Clearly, Americans are on the go but they don't drive nearly as safely as they should," said Windsor. "Even though we have ever-increasing demands on our time and more technology, we need to make an effort, when behind the wheel, to focus on driving."

What exactly do people do behind the wheel? According to the survey, 31 percent of respondents say they daydream; 23 percent experience road rage; 19 percent fix their hair, text or instant message; 14 percent comfort or discipline children; and 8 percent drive with a pet in their lap.

Other multitasking efforts drivers admit to doing include:

- Changing seats with passengers
- Reading a book
- Watching a movie
- Writing a grocery list
- Nursing a baby
- Putting in contact lenses

Methodology:

A total of 1,200 surveys were completed between Nov. 3 and Nov. 20, 2006, among a national sample via MarketVision Research's proprietary internet platform, Viewpoint Forum. All respondents were required to be between the ages of 18 and 60 and drive a car. Nationwide was not identified as the sponsor. The survey has +/- 4.5 percent margin of error.



About Nationwide:

Nationwide, based in Columbus, Ohio, is one of the largest diversified insurance and financial services organizations in the world, with more than \$158 billion in assets. Nationwide ranks #98 on the Fortune 100 list. The company provides a full range of insurance and financial services, including auto, motorcycle, boat, homeowners, life, commercial insurance, administrative services, annuities, mortgages, mutual funds, pensions and long-term savings plans. For further information, visit: www.nationwide.com

TrafficSTATS™ Can Predict Crash Risk

The AAA Foundation for Traffic Safety has released TrafficSTATS™, which is an interactive web-based risk assessment calculator. The calculator produces frequency counts and a variety of risk estimates based on two federal databases, the National Highway Traffic Safety Administration's Fatality Analysis Reporting System and the Bureau of Transportation Statistics' National Household Travel Survey (NHTS). The two databases put the number of deaths into context by comparing them with exposure, or the extent to which people are in situations where there is a chance of a crash. TrafficSTATS allows users to explore the relative risks across transportation modes, demographic variables, vehicle types, and environmental characteristics. Linking the databases produces results that vary considerably from common perception. For example, the risk of death for an 18-year-old male driver is about the same as that for an 80-year-old female driver, but both are safer than the operator of a motorcycle. For further information, visit: <http://www.aaafoundation.org/TrafficSTATS/>

New Digital Billboards Are Another Driver Distraction

Billboards are getting a makeover; companies are adopting digital technology that rotates advertiser images every six or eight seconds and resemble television screens, although the images do not move. Safety experts say that the new billboards are yet another distraction for drivers. There are currently about 400 digital signs across the country but within 10 years, about 4,000 billboards may be converted, according to the Outdoor Advertising Association of America. The digital technology can generate three to five times more money. While the billboard industry says the digital signs are not dangerous, driving safety researchers say there has not been enough research to know for sure. The digital signs may tax drivers' awareness more than old-fashioned static signs. A study commissioned by the Federal Highway Administration is recommending further research into whether the signs present risks to drivers. Source: NY Times, January 11, 2007

Arizona Bans Texting While Driving

Arizona has amended its laws to include a ban on sending or receiving text messages via cell phones or PDAs while driving, according to Telematics Update. Exceptions would apply to law enforcement and safety personnel, drivers of emergency vehicles, holders of commercial driver licenses while driving within the scope of their employment, and public transit personnel. The ruling would also exempt drivers if they are reporting reckless or negligent behavior, are in physical danger, or if they're communicating regarding an emergency situation to an emergency response operator, hospital, clinic, doctor, ambulance service, firefighting service, or law enforcement agency. Article 21 of section 28-1192 of the Arizona Revised Statutes — use of cellular telephones and personal digital assistants while driving — became effective this month. Source: The Arizona Republic, Jan. 25, 2007

Bad Roads Are Dangerous To Drivers

According to the Best Highway Safety Practices Institute, a nonprofit organization dedicated to advancing best highway safety practices, America's road conditions are a major danger to drivers. The Institute also said the U.S. Department of Transportation (U.S. DOT) is not doing its part to make roads in the United States safer. "Despite its public campaigns that blame everything on driver behavior, an astonishing one in four (10,000 plus) of our highway fatalities now are directly attributable



to its own negligence and refusal to implement Congress' safety mandates, and it's only going to get worse."

Safety Group Wants Automakers To Steer Clear Of Hands-Free Devices

The Center for Auto Safety, a District-based nonprofit group, wants federal regulators to restrict the use of systems that auto makers are building into their vehicles so motorists can't make phone calls or fiddle with other interactive gear while they drive. They recently filed a petition with the National Highway Traffic Safety Administration, asking the agency to write rules prohibiting the use of such built-in systems while a vehicle is in motion. The group said traffic crashes will increase if drivers pay more attention to their personal affairs than to the road. NHTSA's policy has been "that auto and equipment manufacturers need to take into account what the impact might be on distracting the driver," spokesman Rae Tyson said. He said the agency can regulate equipment built into the car by the original maker. It has no jurisdiction over what the owner installs. For further information, visit: http://www.autosafety.org/uploads/phpwmd6vH_CellPhonePetitionFinal.pdf

Rental Cars Offer Option To Upload Tech Gizmos

According to USA TODAY business travel reporter, Gary Stoller, "twenty years ago, the only exciting option for auto renters was a cassette tape deck. Today, the number of high-tech options is growing so rapidly that it's difficult to keep track." The newest innovation — a portable device providing wireless Internet access — will make its debut at Avis in March with renters paying a daily fee to connect to the Internet inside or outside a vehicle. Other services include: electronic toll payment, Satellite radio, navigation systems and OnStar. Source: USA Today, January, 2007

Driver Training for Training's Sake Wastes Time, Money

Will Murray, PhD, an Australian fleet safety expert says driver training should be specifically tailored to an organization's needs and is about more than just car control. "Up-skilling a driver in preparation for a split-second event they might experience once every few years is worthless, and people can develop a dangerous level of over-confidence because of the training," according to Murray. Driver training is only one element in a fleet safety program that should also focus on management culture, vehicles, trips, and operations. Murray also advises evaluating driver risk, fuel consumption, tire usage, collisions, and repeated violations. Source: Fleet News, January 16, 2007

Workplace Fatigue Costs Billions In Lost Productivity

Fatigue in the workplace increases the risk of injury and impedes productivity among workers. Now a new study shows that nearly 40 percent of U.S. workers experience fatigue, a problem that carries billions of dollars in costs from lost productivity, according to a study in the January Journal of Occupational and Environmental Medicine. Of the nearly 29,000 employed adults interviewed, 38 percent said they had experienced "low levels of energy, poor sleep, or a feeling of fatigue" during the past two weeks. With adjustment for other factors, fatigue was more common in women than men, in workers less than 50 years old, and in white workers compared with African-Americans. Workers with "high-control" jobs — relatively well-paid jobs with decision-making responsibility — also reported higher rates of fatigue.

Driver At Fault For Not Wearing Seat Belt, Attorney Says

A second suit filed in the fatal Huntsville school bus crash last fall says the bus plunged off an interstate overpass because the bus driver was not wearing a seat belt. Because the driver was not wearing a seat belt, the lawsuit says, he lost control and the bus plowed into the 32-inch high retaining wall. Four students were killed and more than 30 other students were injured when the bus plunged off an elevated stretch of Interstate after a collision with a car. The suit claims Laidlaw was negligent



for failing to ensure the bus had properly functioning and fitting seat belts and to enforce the use of seat belts by its employee.

Washington Bills To Target Cell Phone & Text Messaging While Driving

For seven years Washington State lawmakers have tried unsuccessfully to ban cell phone use while driving. But this year leaders think they may be able to push the bill through now that people aren't just talking behind the wheel -- they're typing text messages. A five-car interstate pileup in December caused by a driver typing on a BlackBerry has fueled interest in bills regulating the use of wireless devices on the road.

Though lawmakers have historically been divided on requiring drivers to use hands-free devices when talking and driving, increased efforts to crack down on text messaging may give new momentum to bills to regulate traditional cell phone use. "For the past few years, most cell phone companies have been neutral or supportive toward legislation asking drivers to use hands-free equipment. What has killed those bills is legislators' addiction to driving and talking", said Matt Sundeen, who follows transportation issues for the National Conference of State Legislatures, a bipartisan policy think tank. Source: Seattle Post-Intelligencer, January 29, 2007

Group Begins Efforts To Reduce Deer-Vehicle Crashes

The first step in initiating research to reduce the number of deer-vehicle collisions in the United States got underway Jan. 30-31 as members of eight state Departments of Transportation conduct their inaugural meeting. Members of the Deer-Vehicle Crash Information Research Center (DVCIR Center) Pooled Fund Project will identify, prioritize and guide research aimed at reducing the estimated one-million deer-vehicle crashes that occur annually. Approximately 200 people die each year from collisions with deer with a cost of deer-vehicle crashes to the traveling public each year more than \$1 billion.

The problem of deer-vehicle collisions is not restricted to a certain area of the country. All or part of just about every state deals with this safety problem. For further information, visit: http://tti.tamu.edu/infofor/media/archive.htm?news_id=4221

Road Deaths Slashed In 16 States

According to a USA Today analysis, traffic deaths dropped substantially in 16 states last year, in many cases reflecting stepped-up enforcement and education campaigns. Highway fatalities fell by at least 5% in those 16 states while in nine other states, deaths rose by at least that much. While the fatality numbers are preliminary, they show startling drops in some states. Safety officials attribute the declines in part to coordinated programs aimed at careless or reckless driving. Among other factors cited in states that had drops in traffic fatalities were: stiffer drunken-driving laws, police checkpoints aimed at aggressive driving, improved highway design, and graduated license programs and other safety efforts targeting young drivers. In states where fatalities rose substantially, agencies cited increases in pedestrian deaths, aggressive driving, drunken driving and speeding as factors. Source: USA TODAY, January 30, 2007

Prospects Dim For Mass. Alcohol Testing Bill

A Massachusetts state lawmaker wants all drivers involved in serious auto crashes to be tested for alcohol, but experts say the measure would violate the privacy protections under the state constitution. The Quincy Patriot-Ledger reported that the bill was introduced this week after a report found that just five of 296 drivers involved in fatal crashes in 2005 in Massachusetts were tested for alcohol. But the Massachusetts Supreme Judicial Court has held that the state constitution includes broad protections



against self-incrimination; for example, in 1992 the high court ruled that it would be a violation of constitutional rights to let prosecutors admit a driver's refusal to take an alcohol test as evidence at trial.

Sleepy At The Wheel: Knowledge, Symptoms And Behaviour Among Car Drivers

Driver sleepiness has been shown to be one of the most important risk factors in road crashes. The aim of the present study was to increase the understanding of drivers' actions when feeling sleepy. A national Internet panel survey was conducted among private drivers in the autumn of 2003. Reported symptoms of sleepiness differed between drivers who had fallen asleep and those who had not, but had been afraid to do so. The results indicate that drivers in general have a good knowledge of the various factors influencing the risk of falling asleep while driving. Furthermore, most of them are well aware of the most effective measures to prevent falling asleep at the wheel, such as stopping the car and take a nap. In spite of all their knowledge, most of the drivers continue driving when recognizing sleepiness while driving. A short trip, appointments, and the wish to arrive at a reasonable hour are the most frequently reported reasons for continuing driving while fatigued or sleepy.

Source: Nordbakke S, Sagberg F. Transp Res F Traffic Psychol Behav 2007; 10(1): 1-10.

Trial Evaluation On Drivers' Unfocused Attention Using Gaze Analysis.

The differences between the excessive attention and unfocused attention states were examined, as part of a development of an agent system and warning system that adapt to a driver's state. Eye movement was investigated to identify to what extent drivers used visual information, which was most important information for the drivers. An Eye-mark Recorder was used for eye-movement measurement, and a LEGACY Touring Wagon 3.0R equipped with an Active Driving Assist (ADA) system was used for the experiment. The eye behaviors of the subjects were categorized, and an F-test was performed for the data for the start and the end of driving without a leading vehicle. The acceleration and the steering angular velocity of the vehicle were calculated to examine whether the variance of eye-movement was affected by the driving environment and the driver's behaviors. The variance of the eye-movement successfully identified the transition from the excessive attention to unfocused attention. Source: Arakawa T, Matsuo N, Kinoshita M. Rev Automot Eng 2006; 27(2): 357-359

Perception, Attitudes And Beliefs, And Openness To Change: Implications For Older Driver Education

With a rapidly aging population, strategies for improving driver safety are beginning to emerge that focus on changing driving behaviors and knowledge. We examined the perceptions of risk, beliefs and attitudes, and openness to change of 86 older participants voluntarily attending a driver education program. It appeared that most people attending these sessions were not necessarily concerned about their own driving, safety or abilities, but were interested in maintaining mobility. They were conservative and reasonably consistent in their attitudes toward traffic regulations and safe driving practices. Some gender differences emerged with more men than women being resistant to changing their driving habits, more men than women reporting that they drive after consuming alcohol and more women than men identifying a role for their families in decision-making regarding driving cessation. This suggests that educational material may need to be targeted differently for men and women. It is anticipated that psychosocial factors related to driving such as driver perception, beliefs and openness to change will be useful for maximizing the fit between education program content and outcomes.

Source: Tuokko HA, McGee P, Gabriel G, Rhodes RE. Accid Anal Prev 2007



News from the USDOT

FMCSA Release Latest Large Truck Crash Overview Report

Of all the people killed in motor vehicle crashes in 2005, 12% (5,212) died in crashes that involved a large truck. Another 114,000 people were injured in crashes involving large trucks. Only about 15% of those killed and 24% of those injured in large truck crashes were occupants of large trucks. In fatal crashes involving large trucks in 2005, 39% of large truck drivers were cited compared with 66% for passenger vehicle drivers. Some factors leading to crashes were the same for both groups: speeding, inattention, and failure to yield while only 1% of truck drivers involved in fatal crashes were intoxicated 61% of passenger vehicle drivers were. To read the report, visit:

<http://ai.volpe.dot.gov/CarrierResearchResults/HTML/2005overview/2005overview.htm>

FMCSA Report Uses 100-Car Naturalistic Driving Study: A Descriptive Analysis Of Light Vehicle-Heavy Vehicle Interactions

The Federal Motor Carrier Safety Administration (FMCSA) has released a report that uses data from the 100-Car Naturalistic Drive Study to explore the light vehicle and heavy vehicle interaction problem from the light vehicle drivers' perspective. The analyses that were conducted provide convincing evidence to support the contention that LV-HV interactions are a serious problem. The study captured 9,125 critical incidents with only 246 LV-HV interactions (2.7%) identified. While 2.7% represents a small proportion of the overall critical incident picture, LV-HV interactions have the potential to become serious, and even fatal due to the tremendous difference in weight between an HV and LV. To view the report, view: <http://www.fmcsa.dot.gov/facts-research/research-technology/report/100-car-naturalistic-study/index.htm>

Work-Home

National Bike Summit 2007: Think Bike

Every bicyclist, advocate, enthusiast, and industry leader has a vision of where bicycling should be. At the 2007 National Bike Summit, March 14-16, these visions will be presented, discussed and analyzed before being turned into a visionary national strategy for bicycling in America. The League of American Bicyclists hosts the annual National Bike Summit so that advocates, industry executives and education experts can gather to speak up for bicycling on Capitol Hill.

'Social Host' Laws in 32 States

A USA Today article reported that more U.S. communities are adopting social hosting laws that permit police to enter private homes to break up underage drinking parties and impose fines on adults who allow parties to take place. According to MADD's Nicholas Ellinger, "Communities feel that state laws aren't fully equipped to deal with their local situations, so they want to go above and beyond."

Currently, 32 states have some sort of social-host law on the books, but experts say the criminal laws are rarely enforced. Civil ordinances appear to be more successful. Source: USA Today, January 24, 2007

Study Finds Many Parents Not Involved With Their Teen's Driver Training

The Children's Hospital of Philadelphia and State Farm Insurance Companies released a broad new research report, Driving: Through the Eyes of Teens. This comprehensive look at students' perceptions and experiences surrounding teen driving provides important insight into the challenges presented by teen drivers. The report will assist states to strengthen graduated licensing laws (GDL) and develop programs and initiatives to reduce teen deaths and injuries. Among the findings of particular interest are: The Role of Parents—According to the report, only 56 percent of teens say their parents have been involved in teaching them to drive. Research consistently shows that parents



who are actively involved in teaching their children to drive have safer teen drivers. For further information, visit: <http://www.chop.edu/consumer/jsp/division/generic.jsp?id=85541>

Damning Car Seat Report Withdrawn By Consumer Reports

Consumer Reports magazine has retracted its report on infant car seats, an embarrassing situation for a trusted consumer guide. The study was aimed at discovering how infant seats perform in tests at speeds that match those in the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (NCAP), which tests most new vehicles in crashes at speeds of 35 mph for front impact and at 38 mph for side impact. The magazine originally reported that many seats had "failed disastrously" in test crashes at moderate speeds, but NHTSA said the tests were conducted at drastically higher speeds than the report had claimed. Nicole Nason, NHTSA Administrator urged parents to continue using the infant seats. To read, the magazine's complete statement, visit: http://www.consumerreports.org/cro/cu-press-room/pressroom/2007/2/0702_eng0702ccs.htm

International Traffic Safety News

Ontario Drops Weekend Media-Friendly Traffic "Blitzes"

Ontario's new provincial police commissioner, Julian Fantino, has put an end to media-friendly long-weekend vehicle "blitzes" and their high-profile spokesman, saying, "there's nothing funny or cute about traffic safety." The blitzes will be replaced by the daily pursuit of aggressive and irresponsible drivers on the highways. Fantino said he doesn't want to hear any more "humorous stories about those who compromise public safety" — colourful anecdotes that he complained members of the media tend to focus on. "I think it trivializes the carnage and the reality of the danger that's out there."

Link to news release from the Ontario Provincial Police:

<http://micro.newswire.ca/release.cgi?rkey=1501186926&view=11636-2&Start=0>

Parliament Pushes For Increased Commitment To Road Safety

In a vote on January 18, 2007, the Parliament called for "a higher level of political commitment" to road safety in all member states and EU institutions. The vote came in response to the Commission's mid-term review of the Road Safety Action Programme which aims to halve road deaths by 2010.

Presently, there are 41,000 deaths on European roads annually, 13,000-17,000 of which are caused by drunk drivers. Recommendations include: harmonizing European road signs and compulsory hands-free phones for drivers. View the story at: <http://www.euractiv.com/en/transport/meps-call-increased-commitment-road-safety/article-161029>

Cardboard Police Car At Roadway Site Yields Results

A cardboard cutout police car is slowing traffic at New Zealand road works sites in an initiative that may go nationwide. The \$1000 cardboard model prompts motorists to heed speed restrictions at state highway road work sites. The idea originated out of concern that staff could be injured by speeding motorists. The two-dimensional police car is being placed near work sites where the speed limit was reduced from 100kmh to 30kmh, and moved between sites to keep drivers on their toes. For further information, visit: <http://www.stuff.co.nz/stuff/southlandtimes/3938914a10.html>

Survey Finds Employers Could Do More To Help Workers Avoid Fatigue

Twenty percent of company car drivers spend more than five hours every week sitting in congestion according to a new survey from the RAC Foundation. Almost one third of the drivers are making a New Year's resolution to spend less time traveling for work in 2007. Forty percent of company car drivers would welcome greater encouragement of home working and 25% would like to see more flexible working hours to help them avoid congestion. However, more than 50% of companies are 'not



at all' supportive of employees using flexible working practices such as working from home, online working or using public transport. The survey also revealed that 10% of company car drivers admitted to have previously fallen asleep at the wheel. Falling asleep at the wheel is the cause of around 20% of accidents on long journeys on trunk roads and motorways and the greatest risk of falling asleep at the wheel is between midnight and 6am. The RAC Foundation urges companies responsible for fleets to ensure that their drivers do not put themselves at increased risk by driving long hours or skimping on important rest breaks.

Lex Poll Finds Road Safety Fleet Managers' Chief Concern

Almost 40% of fleet managers polled said that road safety was their biggest fleet concern, the fifth year in a row it has topped the poll. Conducted out by the UK's biggest leasing company, Lex, the findings indicated that vehicle running costs came second in the poll and running a greener company car fleet came in third.

Study On Awareness, Acceptance And Willingness To Buy Driver Assistance Systems

Driver Assistance Systems (DAS) like ACC or Semi-Autonomous Parking Systems are perceived by consumers and end-users to be technically complex products that significantly change the way people drive. Despite the high perceived benefit of these systems in the media and among end-users, consumer-acceptance for these systems is currently quite low. This is mainly due to the complexity of these systems and the fact that consumers do not fully understand their functional benefits. Furthermore, many people are afraid of being dependent on technology to a certain extent. It is therefore essential to give potential customers an opportunity to test-drive and experience these Assistance Systems in order to reduce their level of uncertainty. Apart from the convenience aspect of DAS, their potential for safety enhancement should be emphasized so that customers are able to fully comprehend their potential benefits. A moderate pricing policy combined with marketing and public relations activities that concentrate on transmitting the potential system benefits to the end-users is necessary to develop the high market potential of Driver Assistance Systems.

Source: Zwerschke S. VDI Berichte 2006; 2006(1960): 343-358 (Language: German)